CUSTOMER NO.: 24498 Serial No.: 09/868,254

Docket No. RCA-89185

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:

Hugh B. Morrison, et al.

Serial Number:

09/868,254

Atty. Dkt:

RCA89185

Filing Date:

June 15, 2001

For:

METHOD FOR SELECTING A PROGRAM DISPLAYED IN AND

ADVERTISEMENT IN AN APPLICATION SOFTWARE PROGRAM

Art Unit:

2611

Examiner:

CHRISTOPHER R. NALEVANKO

AMENDMENT AND RESPONSE ACCOMPANYING THE RCE

Mail Stop RCE Commissioner for Patents P.O. Box 1450 Alexandria, Virginia 22313-1450

Sir:

In response to the Final Office Action dated October 5, 2006, for which a response is due January 5, 2006, please enter the amendment and remarks as follows:

Amendments to and Listing of the Claims begin on page 2 of this paper.

Remarks/Arguments begin on page 5 of this paper.